

SMOKEY'S

1980 CAMPAIGN



**CONSOLIDATED
ORDERS
DUE
IN
WASHINGTON, D.C.
BY
JULY 15, 1979**

Cooperative Forest Fire Prevention

Your State Forester and U.S. Department of Agriculture, Forest Service

Try something new this year. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year's theme will be "Remember, you're among friends." Please note that several items shown are not for free distribution. Also several new items (***) are presented to fill special needs.



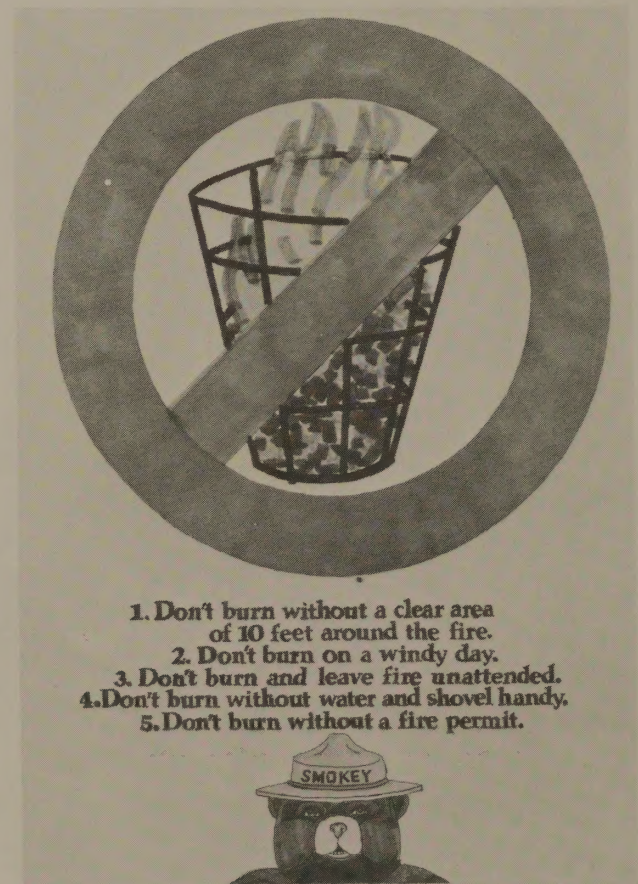
80-CFFP-1 Basic Poster - 13" x 18 1/2". This basic theme will be carried throughout the entire campaign, including radio and T.V. Order (1a) for indoors, and (1b) for outdoors.



*** 80-CFFP-3 Cub Scout Poster - 13" x 18". Smokey says thanks to all cub scouts as they celebrate their 50th anniversary in 1980. Paper Only.

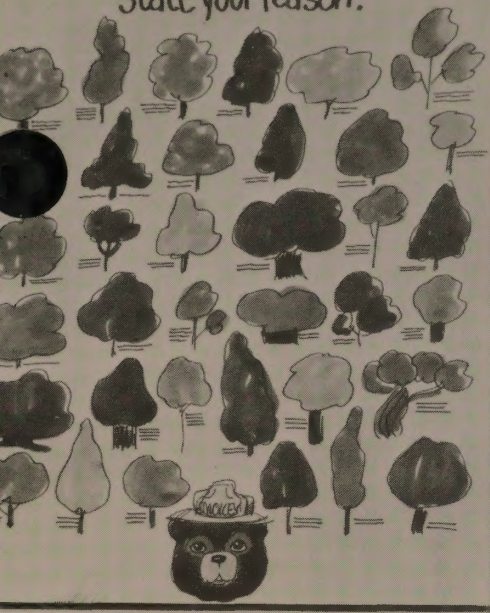


80-CFFP-2 Range Poster - 18 1/2" x 13". Another classic, showing the destructive force of fire in non-forested areas. Order (2a) for indoors, (2b) for outdoors.

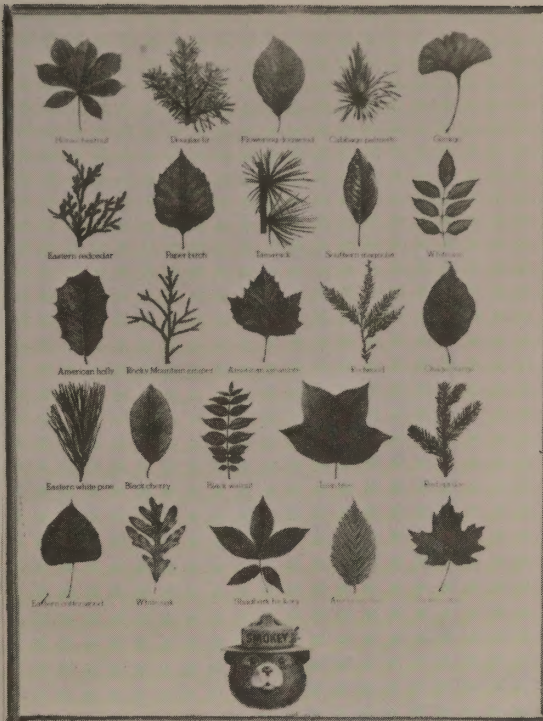


80-CFFP-4 Debris Burning - 13" x 18 1/2". Focusses attention on problem of wildfires caused by escaped trash fires. Order (2a) for indoors and (2b) for outdoors.

Why be careful with fire in the forest?
State your reason.



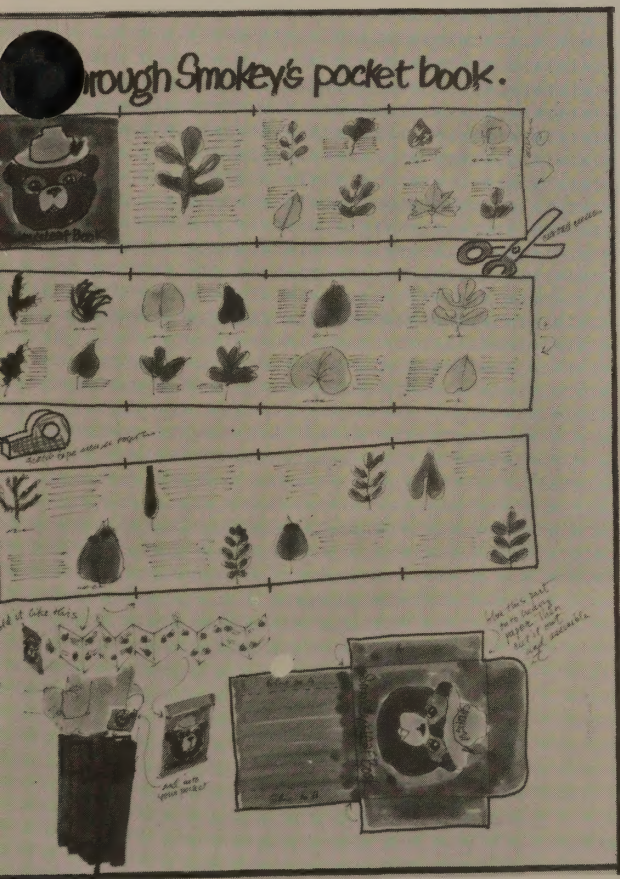
80-CFFP-5 Special Poster -
State trees - 20" x 30"



80-CFFP-6 Special Poster -
Leaf - 20" x 30"



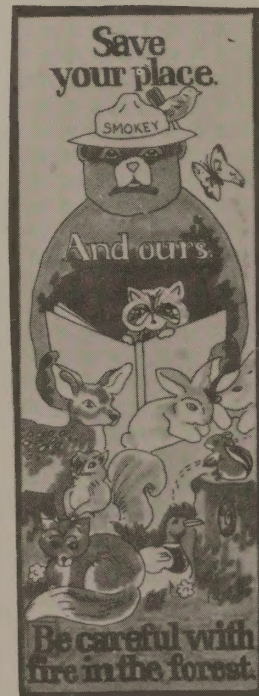
80-CFFP-7 Special Poster -
Bird - 20" x 30"



80-CFFP-8 Teacher Poster -
Cut out - 19" x 24"



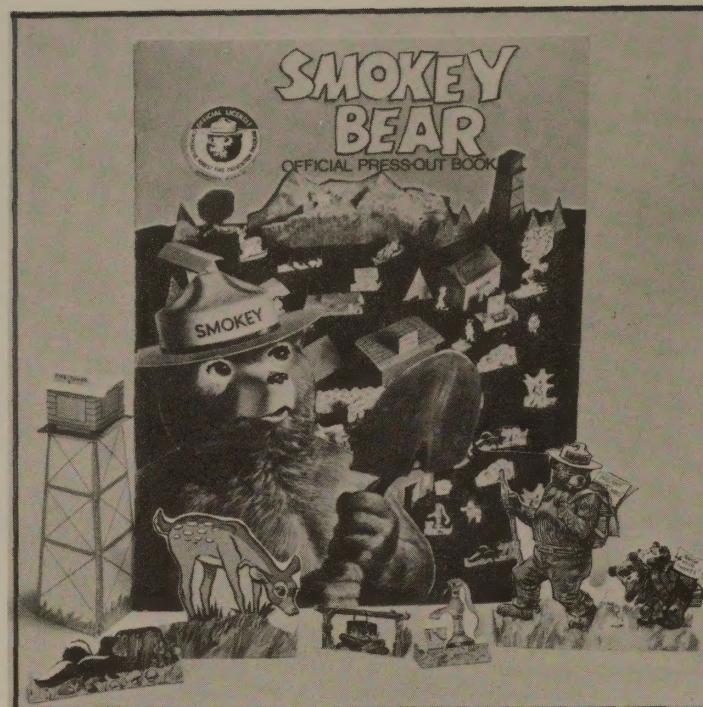
80-CFFP-9 School Poster -
7" x 10". Paper only.



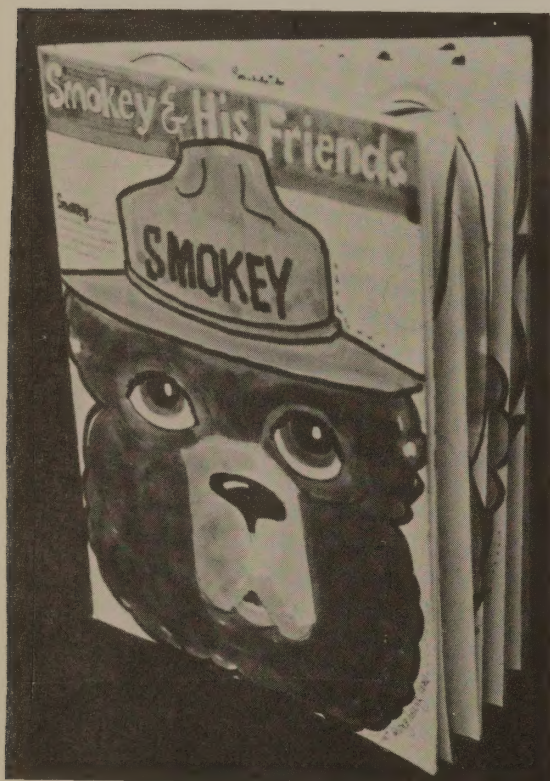
80-CFFP-10 Bookmark



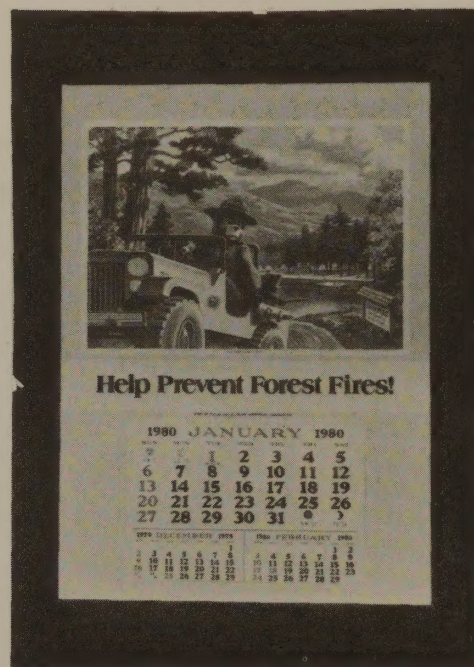
80-CFFP-11 Stamps - Block of four, gummed and perforated.



***80-CFFP-12 Press-out Book - The full-color figures, Smokey's ranger station and campground, press-out, easily assemble. Included are Smokey, forest animals, etc. An ideal hand-out for teachers.

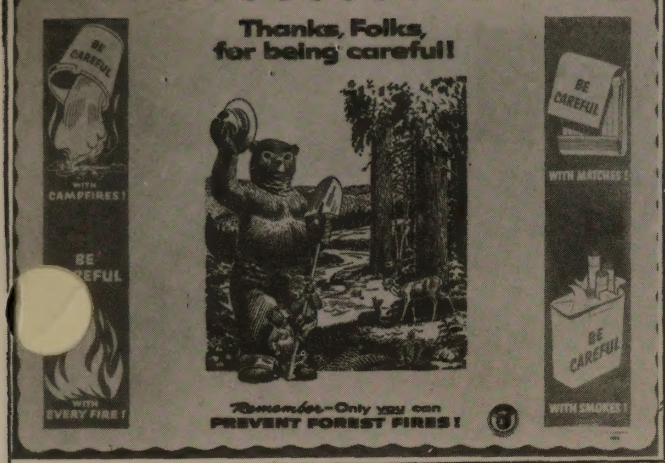


80-CFFP-13 Teacher's Aid - A children's play titled "Smokey & His Friends." 16-page full-color script includes full-face masks of Smokey and his friends (deer, rabbit, tree, etc.). Gives tips on how to present play and teaches a lesson on fire prevention.



80-CFFP-14 Calendar - 14" x 19 1/2" with fire prevention illustration and accompanying explanation. For special fire prevention cooperators.

80-CFFP-15 Bookcover - Colorful, water-resistant protection for books.



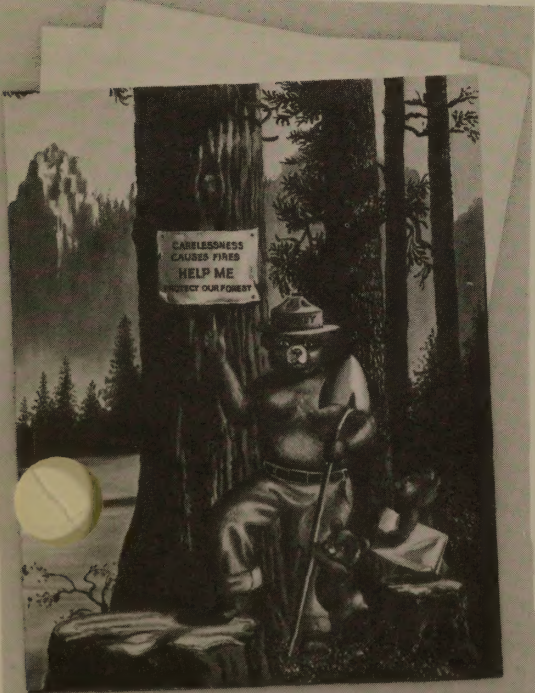
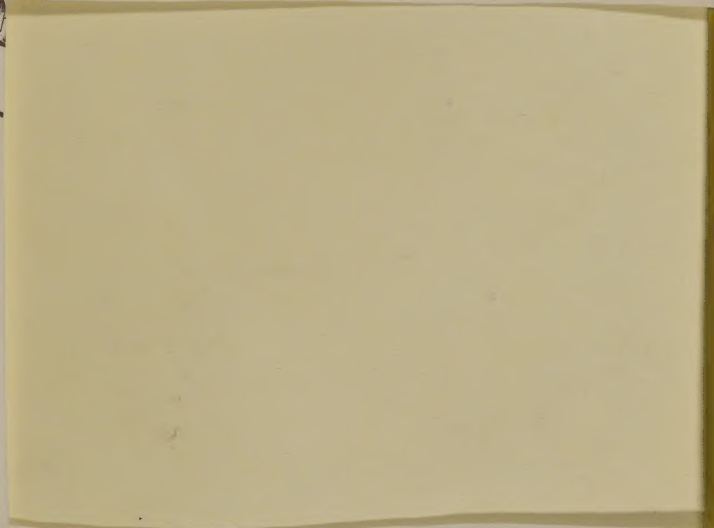
80-CFFP-16 Placemat - Use this attractive paper placemat at community dinners, church socials, etc.



80-CFFP-17 Foldout Pamphlet. Front cover shows Smokey asking "Suppose you went camping . . ." Pamphlet reminds everyone of important forest fire prevention measures. Excellent letter stuffer, inexpensive handout for schools, youth groups, and organizations.



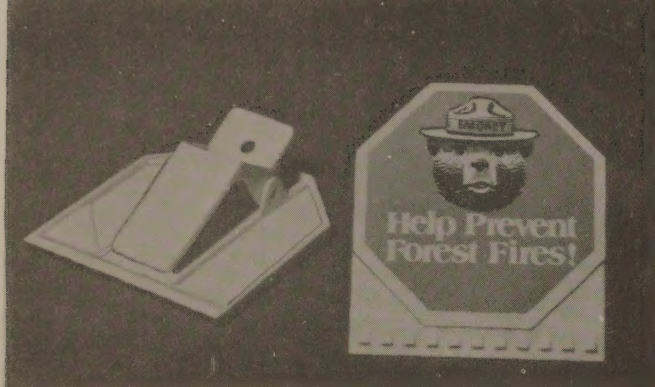
80-CFFP-18 Coloring Sheet.



80-CFFP-20 Brieffolio - a 9 5/8" x 11 3/4" film laminated multi-color folder with two glued 4 1/2" pockets opening at the spine.



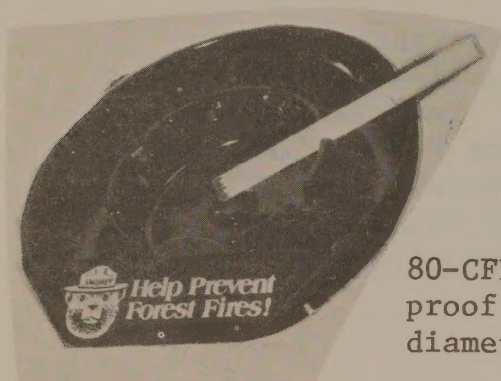
80-CFFP-21 Sticker - A pressure-sensitive, adhesive-backed design.



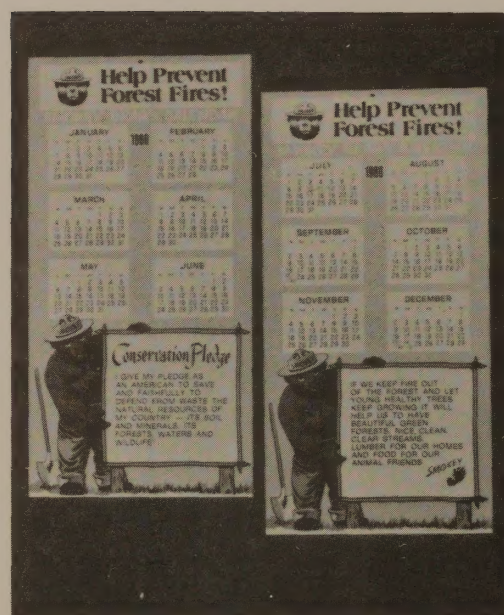
80-CFFP-22 "Bear" Clip/Scraper
Use as snow and ice scraper, also
as map holder in car, a giant
paper clip in office, message in
2 colors over white (3 1/2 " x 4").



***80-CFFP-23 Swinger Letter
Opener and Ruler

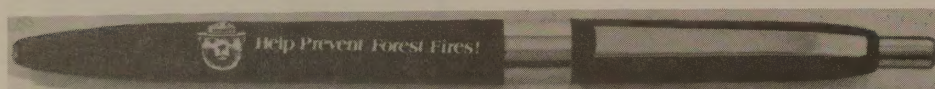


80-CFFP-24 Ashtray. Black, burn-
proof melamine plastic. Size 5 1/2"
diameter x 1" high.

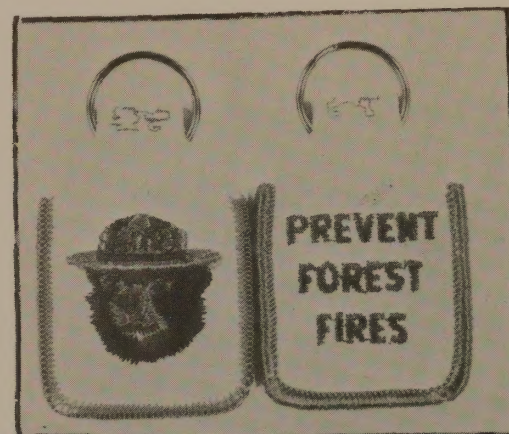


80-CFFP-25 Turn-A-Date Calendar -
a 6-month Smokey Bear calendar on
each side. Four colors make this
7" x 14" item useful and attractive.

80-CFFP-26 Hold All Caddy - hold
pens, pencils, glasses, scissors,
etc., 3 panels folded together
(3" x 3") with message in 2-color
over white.



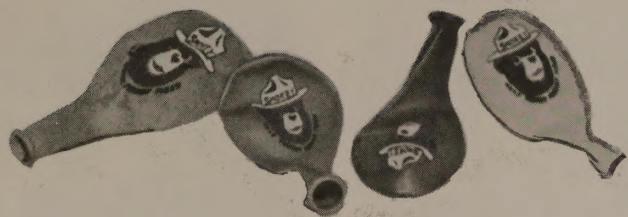
80-CFFP-27 Pen - Retractable with metal ink
filler. Color - fire engine red with white
imprinted message.



80-CFFP-29 Key fob.



80-CFFP-28 Pencil - Round wood barrel with
eraser. Color - white with fire engine red
imprinted message.



80-CFFP-30 Balloon - Colorful handout for the youngsters. Smokey's face and a fire prevention message.



80-CFFP-31 Desk Set - Easily adapted for use with local cooperators. 8" figure mounted on a wood base with ballpoint pen. (NOT FOR FREE DISTRIBUTION).



80-CFFP-32a,b,c "How to" Folders - Helpful tips with illustrations. Order (32a) for "Make Campfires Safe," (32b) for "Safe Debris Burning," and (32c) for "Fire Safety Outdoors."



80-CFFP-33 Token - inexpensive handout. Aluminum, quality crafted, long-lasting memento. Slightly larger than a half dollar.



80-CFFP-34 Vinyl Sticker - 7" x 9". Use wherever a highly visible self-stocking prevention message is needed. Black copy on yellow.

80-CFFP-35 Teacher's Kit - Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classroom.

***80-CFFP-36a&b "True Story" Comic Book - the popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups. (36a) English version, (36b) Spanish version.

80-CFFP-37 "Smokey the Bear" Song Sheet - with conservation pledge on reverse. An inexpensive handout for schools, youth groups.

80-CFFP-38 Pocket Planner - 1980 date book, conservative, 2-color design, pocket size (3 1/2" x 5 1/2"), plastic cover, fire prevention message on each page.

80-CFFP-39 "You and Forest Fires" - a 16-page, 2-color, adult-level pamphlet on wildfires and how they affect people.

80-CFFP-40 "Smokey Bear's Story of the Forest" - A 16-page booklet. Tells the conservation story in simple yet effective language. Popular as a workbook for grades 1-4.

80-CFFP-41 Litterbag - poly plastic, 9" x 12", printed on one side, "Keep America Green and Clean."

80-CFFP-42 Pocket Protector - heavy gauge plastic. Protects pocket and pushes prevention.

80-CFFP-43 Lapel Tab - Colorful foldover metal tab.

80-CFFP-44 Litterbag - paper, 9" x 12", printed with illustrations on both sides that are suitable for children to color.

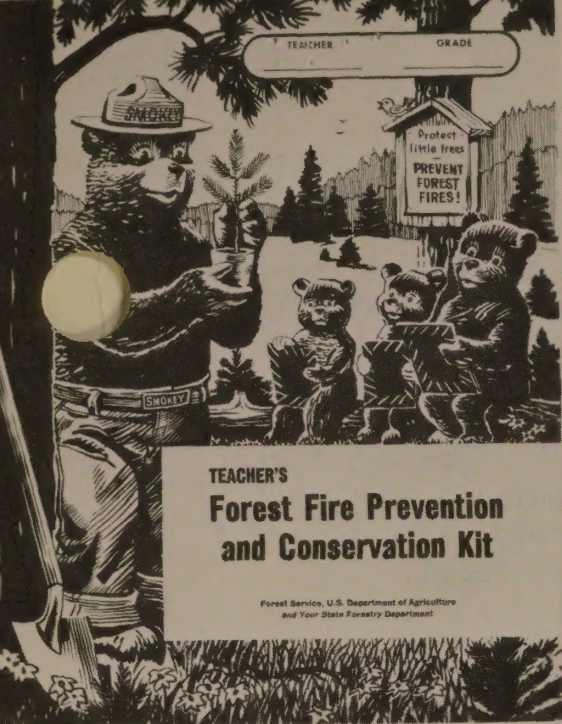
80-CFFP-45 Name Tag - 3 1/2" x 2 3/8", comes in packs of 1,000, pressure-sensitive adhesive on back.

80-CFFP-46a&b - Sign 44" x 16", reflective 2-color; on aluminum, (46a) "Prevent Forest Fires" and (46b) "Prevent Range Fires."

80-CFFP-47 Wallet Card - A handout item for field or public appearance contacts.

80-CFFP-48 "Junior Forest Ranger Handbook" - a workbook for use in the classroom in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.

80-CFFP-49 Coaster - Absorbent 2-color accessory to placemat.



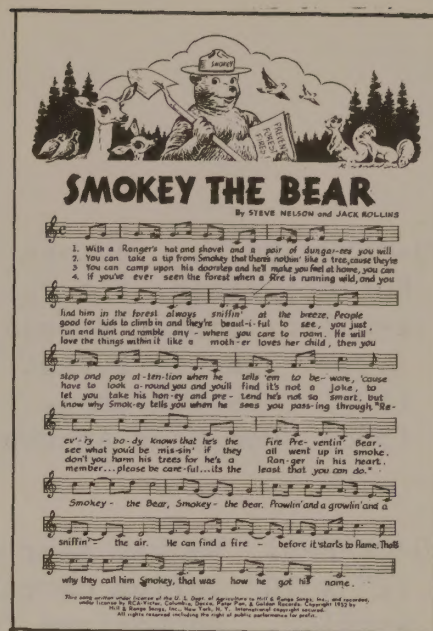
TEACHER'S
**Forest Fire Prevention
and Conservation Kit**

Forest Service, U.S. Department of Agriculture
and Your State Forestry Department

35



36 a&b



37

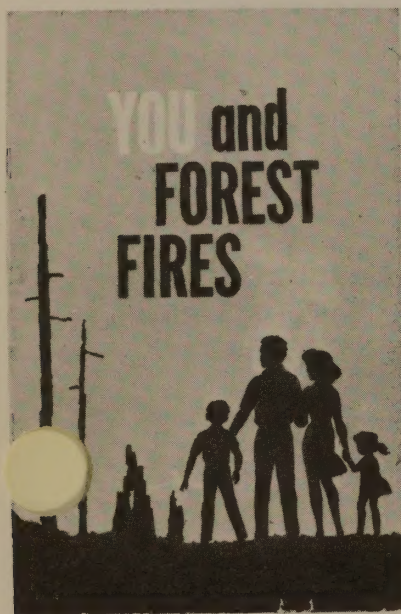
PLEASE!



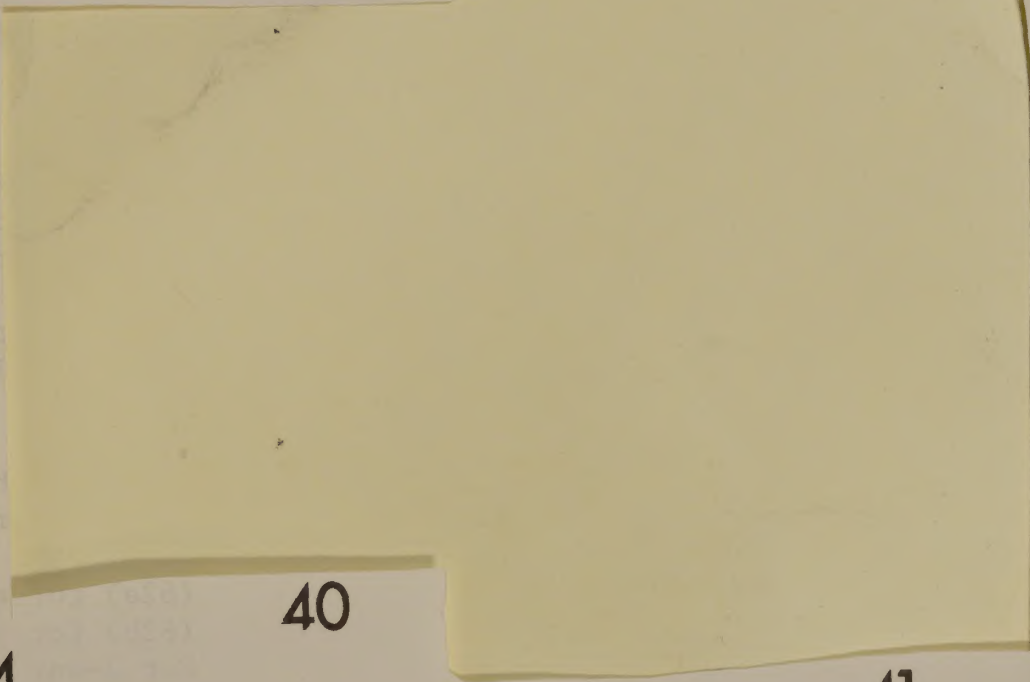
Only you can
**PREVENT
FOREST FIRES**

Your State Forestry Department
and Forest Service
U.S. Department of Agriculture

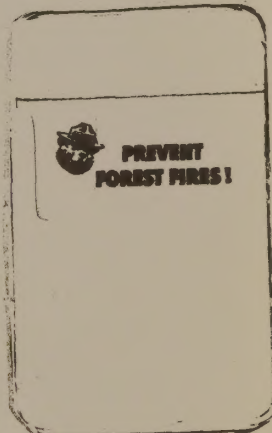
38



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43



**I'M HELPING
SMOKEY**



46

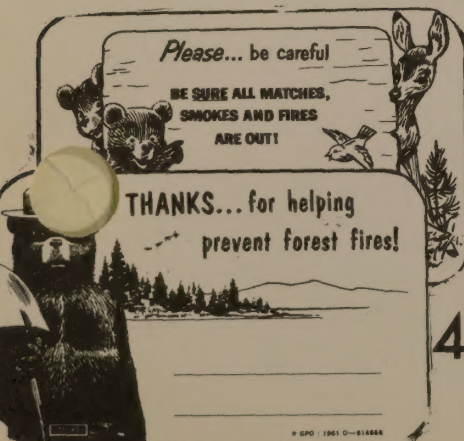
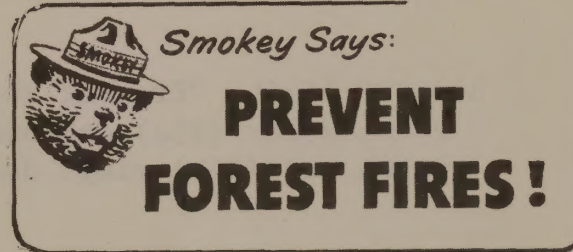
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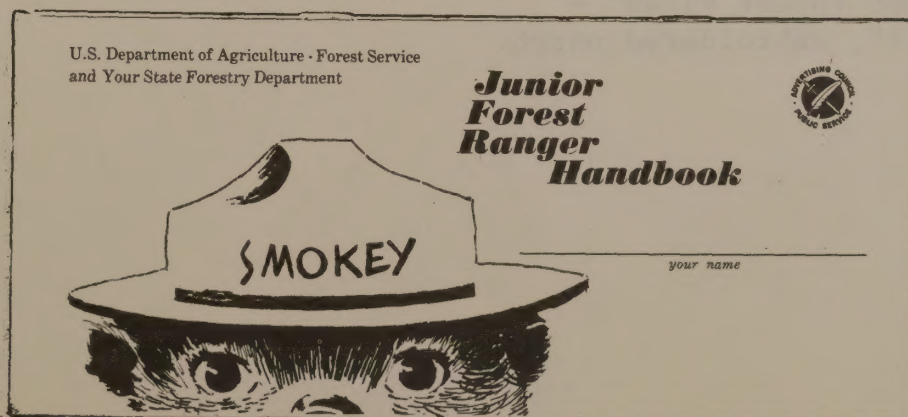
44



45



47



48



49

80-CFFP-50a,b,c Bumper Strips -
Reflectorized, fluorescent,
2-color, Smokey's head plus
(50a) "Prevent Forest Fires";
(50b) "Prevent Range Fires";
(50c) "Use Your Ashtray."

80-CFFP-51 Smokey Bear Citation -
12" x 10" vellum certificate,
4-color. Authorized for out-
standing service to forest fire
prevention of less than State-
wide. 2 or more
DISTRIBUTION

80-CFFP-57 Ruler - 12" wooden,
a low-cost handout item for
schools, fairs, etc.

***80-CFFP-58a&b "Prevent Forest
Fires" (small) 3 3/4" x 4",
(58a) embroidered patch, and
(58b) vinyl decal.

80-CFFP-59 Sign - 5'0" x 7'6",
reflective 8-color, on aluminum.
(NOT FOR FREE DISTRIBUTION)

Button - "Join Smokey's
Excellent handout.

Fire Danger Adjectives -
and Fire Danger Sign,
reflective, adhesive
(of 5) (for 2-way
or 2 sets). (NOT FOR
DISTRIBUTION)

b Smokey Bear Poster -
and Fire Danger Sign,
Full color. Order
(62a) for shovel in left hand,
(62b) for shovel in right hand.
For 2-way sign order 1 of each.
(NOT FOR FREE DISTRIBUTION)

*** 80-CFFP-54a&b "Prevent Forest Fires"
(large) (54a) embroidered patch
and (54b) vinyl decal.

80-CFFP-55a&b "Prevent Forest Fires"
2" diameter (55a) embroidered
patch and (55b) vinyl decal.

80-CFFP-56 "Please Be Careful -
Prevent Forest Fires" -
3" x 4", embroidered patch.



PREVENT FOREST FIRES

50 a



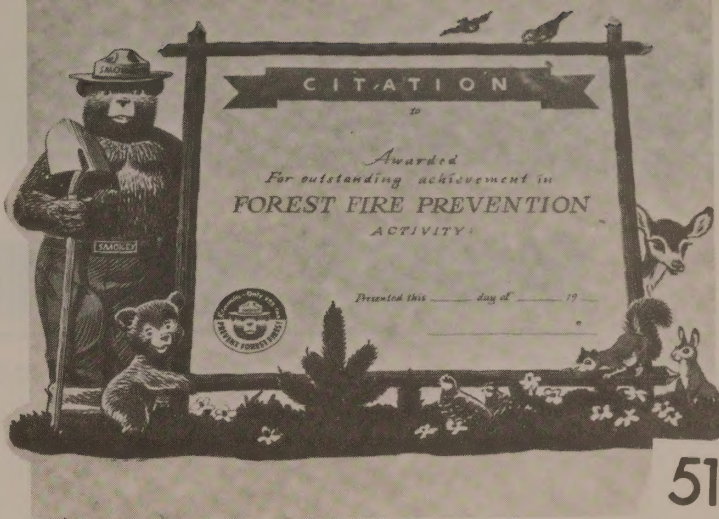
PREVENT RANGE FIRES

b



USE YOUR ASH TRAY

c



51

PREVENT



FOREST FIRES

52 a&b



53

54 a&b



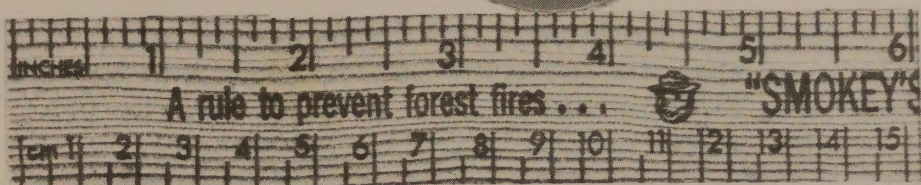
55 a&b



56



62 a&b



57

58 a&b



59



60

61

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



Dear Friend:

For over ^{41 years} ~~30~~ years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in ~~1980~~.

This guide describes the materials prepared for my ¹⁹⁸⁶ ~~1980~~ campaign. Some of the items have been around for many years, others are new!

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by The Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than ⁷⁴³ ~~55~~ million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!